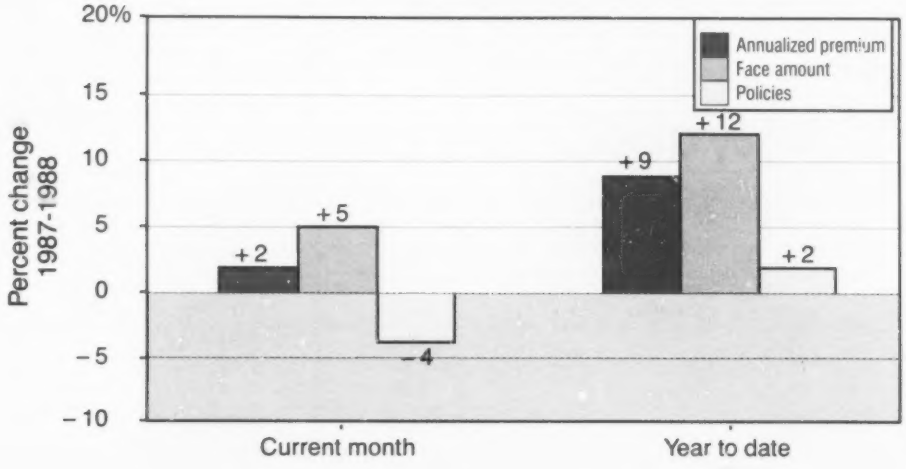
7/11/88 A6225-2 A I/R Code 47.40
April 1988

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

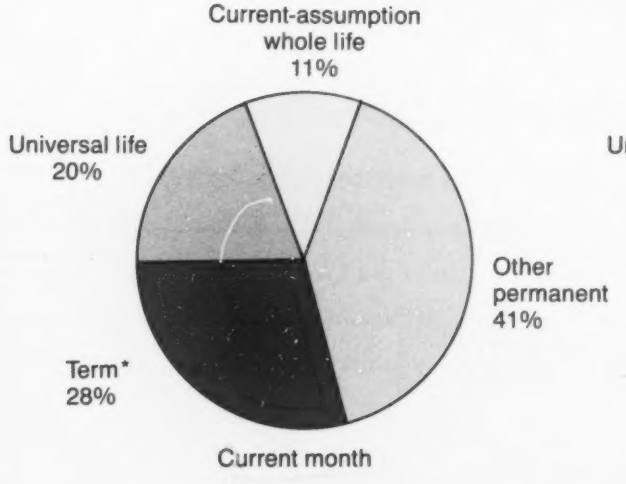
Individual Sales

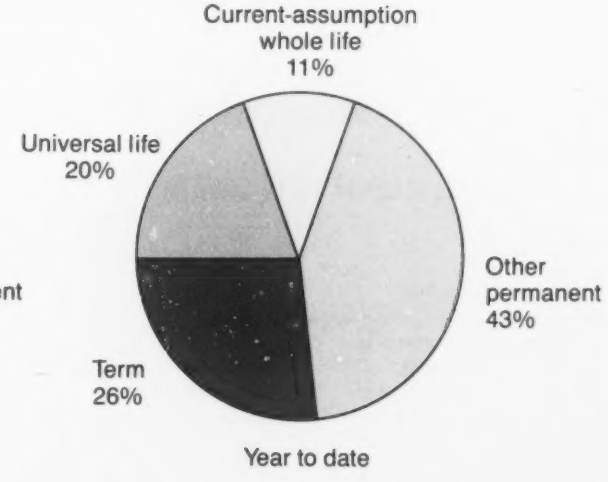
37 Companies



Annualized Premium Market Share by Product

24 Companies Representing 64 Percent of April Sales





*For the 12 companies that sell the product and supply data, "permanent term" ("term to 100") makes up 17 percent of total April 1988 sales.

LIMRA INTERNATIONAL

Profit from our research.